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## The Role of Translator Towards The Writer's Diction in Banda Aceh Tourism Website [www.indonesia.travel](http://www.indonesia.travel) Indonesian Version

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### Abstrak

Penelitian ini mendiskusikan mengenai diksi (pilihan kata) yang digunakan oleh penulis dan dampaknya terhadap peran seorang penerjemah dalam website pariwisata Banda Aceh. Fokus penelitian adalah untuk mengidentifikasi dan menganalisis jenis-jenis diksi yang terdapat di teks bahasa sumber (versi bahasa Indonesia). Data penelitian berupa kata-kata yang mempresentasikan ajakan atau promosi serta sumber data berupa website pariwisata Banda Aceh versi bahasa Indonesia. Selanjutnya, penelitian ini adalah penelitian deskriptif kualitatif dan data diperoleh melalui dokumentasi (analisis dokumen). Kemudian, data dianalisis menggunakan *data collection, display, conclusion drawing-verifying*. Terakhir, hasil temuan menunjukkan bahwa ada 4 jenis diksi yang digunakan penulis untuk mendeskripsikan pariwisata Banda Aceh kepada pembaca atau wisatawan. Cara ini digunakan untuk mengajak atau mempromosikan suatu pariwisata. Lebih lanjut, denotasi adalah kata (diksi) yang paling banyak digunakan oleh penulis sebanyak 20 data sedangkan kata spesifik berada di urutan kedua sebanyak 3 data. Lalu, diikuti oleh konotasi 2 data dan kata umum 1 data. Simpulan penelitian, penulis menyampaikan informasi (pesan) dan mendeskripsikan kepada pembaca atau wisatawan berdasarkan fakta dan makna yang sebenarnya dari suatu objek wisata. Pesan ini yang coba untuk dipertahankan oleh seorang penerjemah mengingat website pariwisata ([www.indonesia.travel](http://www.indonesia.travel)) terdiri dari berbagai bahasa dan salah satunya bahasa Indonesia ke bahasa Inggris. Oleh karena itu, peran penerjemah sebagai jembatan untuk menyampaikan dan mempertahankan pesan tersebut dengan akurat dan sesuai maksud (makna) dari penulis.

Kata Kunci: *Banda Aceh, Diksi, Persuasif, Peran Penerjemah, Versi Bahasa Indonesia*

## Abstract

The research discussed about dictions (choice of word) that it is used by the writer's and the effect towards the role of translator in Banda Aceh tourism website. The focus of research is to identify and analyze the types of diction that represents in the source language text (Indonesian version). The research of data is words which it indicates persuasive or promotion after that the source of data is Banda Aceh tourism website Indonesian version. Next, the research design is descriptive qualitative and the data were obtained through documentation (document analysis). Then, data is analyzed by using data collection, display, conclusion drawing-verifying. The last, research findings showed that there are 4 types of diction used by the writer to describe Banda Aceh tourism for readers or tourists. This way used to persuade or promote a tourist attractions. Furthermore, denotation is a word or diction which it is the most used by writer with 20 data frequency. Next, it is followed by special words with 3 data frequency and connotation with 2 data. After that, general words with 1 data frequency. The conclusion, writer tells information (message) and describe Banda Aceh tourism for their readers or tourists based on the fact then truth meaning of tourist attractions. This message should be caught and pretended by translators because tourism website ([www.indonesia.travel](http://www.indonesia.travel)) has multilingual and one of them are Indonesian into English. Therefore, the role of translator is as a bridge to convey and keep the message accurately and in accordance with the author's intention (meaning).

Kata Kunci: *Banda Aceh, Diction, Persuasive, Translator Role, Indonesian Version*

## INTRODUCTION

The Ministry of Tourism and Creative Economy of The Republic of Indonesia create a bilingual tourism website (<https://www.indonesia.travel/id/id/home.html>) with the tagline 'Wonderful Indonesia'. The purpose of website is to inform and promote tourist attractions, culinary, tradition, culture and everything about Indonesia. Therefore, the website is translated from Indonesian into English so that international tourists can know and access more informations about Indonesia tourism.

In translation activity, translators has a crucial role that they should analyze, find and transfer the message and meaning of source language text into target language text with the similar sense or nuance. "This requires the translator to possess a high level of linguistic expertise, cultural knowledge, and creative skills", Hatim & Munday as cited in Ikrimah et al (2024). Furthermore, translators also do some steps to transfer it and there are translation process which are analysis, transfer and restructuring. However, "the process of translation extends beyond mere word or sentence substitution. It demands a profound understanding of the structures, nuances, and cultural contexts of both the source and target languages", Venuti as cited in Ikrimah et al (2024). According to Nida & Taber (1974), translators need some steps or process which there are three basics of stages; analysis, transfer and restructuring. Next, the reseacher only focuses in analysis process. In analysis process, translators find and analyze about language surface in the terms of words meaning and

grammatical of source language. In this case, dictions are the part of language that it has a reference meaning into the object.

"Diction consists understanding of word that it used to convey an idea, form appropriate the group of words and use of style in a situation." (Keraf, 1991). In addition, Siboro et al (2022) stated "diction is simply the choices of words used by an author in his/her work. It is the style of writing in which authors use a particular kind, or form, of diction to reflect their visions for their readers." So, diction is choice of word which the way and style of writers to convey idea, meaning and message. There are so many kinds of diction in English and this research will limit with diction of persuasive language in tourism website.

Further, Huseynova et al (2022) argued "in advertisements, language should be persuasive, and advertisement writers should use different techniques to achieve their goals." Wonderful Indonesia website is one of advertisement forms which the website is as media to promote and persuade Indonesia tourism for readers or tourists. Advertisement is a public announcement or message intended to promote or sell a product, service, idea, or cause. It typically aims to persuade or inform a target audience through various media channels such as newspapers, magazine, online ads, social media, TV, radio, etc. Shirinboyevna (2020) added "the language of advertising should be recognized as an example of the art of speech. This is because in order to sell a product, it is necessary to come up with unusual sentences that can attract the consumer's attention, and to ensure that the product comes to mind when you hear that sentence." Wonderful Indonesia website contains tourist attractions, culinary, tradition, etc as the product of tourism so that it has the purpose to persuade, promote or sell it to the tourists.

Persuasive language is used by the writers to describe tourism object so that readers can feel the emotion and get attention on it. Hardi & Hasan (2024) also asserted "persuasive language is a powerful tool used to influence attitudes, beliefs, and behaviors through carefully chosen words. It can be used in speeches, ads, and written discourse, appealing to emotions, reasoning, or trustworthiness." Furthermore, Ardiantari et al (2024) stated "persuasive language can shape people's attitudes and points of view towards the advertisement with the main aim of getting the attention of buyers." Therefore, writers used persuasive language to get audience's attention into the tourism object.

In this paper, there are several studies that researchers examine especially regarding linguistics, persuasive language and translation in tourism. Ardiantari et al (2024) examine persuasive language and language style in Le Minerale advertisement which word choice contains emotional and positive connotation then language style can give a tone of information. Le Minerale is a health product of advertisement so that word diction is applied

to influence consumers by creating positive statement. Next, Silva et al (2021) analyze language use (linguistic landscape) in Yogyakarta tourism. The result showed that the signs of Indonesian were dominance than English in linguistic landscape of Malioboro, Yogyakarta. It represents symbolic function as identity of Malioboro in cultural heritage such as presence of Javanese both in its original script and in romanized form. It means public signs in Yogyakarta tourism as connecting the visitors, sellers, buyers, tourists and students who visit thos this destinantion from different regions and purposes. Then, Thu (2021) explored adjectives in destination promotions texts. His finding, common adjectives often occur in general language such as *small, old, fresh*. etc and compound adjectives is also used to make the detailed description. So, the texts attractive the reader's imagination which it helps reader easily to what is being described. After that, Fazalani et al (2024) conducted about the use of language in development of the tourism industry. Bali is tourism industry so that local people and tour guide used Indonesian and English to communicate with tourists. This research showed that English language is effective for tourism industry but Indonesian people is still lack of English. It caused the use of English based on situation such beach, hotel, etc. Different context and situation will be different of language like *selamat datang di Bali (Welcome to Bali)* as the opening. Then, Vira & Saragih (2022) examined related to linguistics strategies analysis on the official website of Indonesia tourism. In general, the result showed that persuasive strategies is used more dominant than informative strategy then linguistic strategy (interactional metadiscourse) with engangement markers is also more dominant specifically. The function of engangement markers is to build relationship with reader like "Be prepared to taken a back by the stunning Manuaba Waterfall!" (reader's invitation). Next, Ratnawati et al (2021) studied about exploring language style in Makassar cultural tourism. The research indiciates that mostly tourists used formal style of four types (frozen, consultative, casual, intimate) because the tourists meet new people, stranger and employoee. Some of tourists are employoee that they need vacation. For example, good afternoon, I am Robert or Nice to meet you. Furthermore, Jabeen et al (2022) discussed about the wake of modernistic tourism in the kingdom: A multimodal analysis of online discourse. In this research, the highlight point is critical analysis of verbal content (selected pages of the website) that it can be seen from lexical items like the use of adjective (exciting, powerful), descriptive expression, compound nouns (light-blue, high-speed) and imperative sentences. Then, non verbal investigation of the images displayed on the pages (male, female and children). So, the verbal and visual represent the Kingdom website which it is safe, open-minded and progressive land for the tourists. Then, Istianah & Suhandano (2022) analyzed related to appraisal patterns used on the Kalimantan

tourism website: An ecolinguistics perspective. The research discussed about the choice of language in tourism to portrays Kalimantan through appraisal (attitude, graduation and evaluation). It can be seen that economic, social, physical environments are appraised by positive words such as amazing, fascinating, cozy, perfect, etc. After that, Nasution & Kharisma (2024) discussed about learning translation methods: study analysis of tourism brochure "inspiration of historical heritage". This research showed that translators can imply translation method to transfer message and meaning in tourism texts. Equivalence, transposition and modulation method is more dominats that translator used in this text because translation sounds natural to the target readers both lexical and grammar. The last, Valerian (2021) investigated related the strategies of translation of bahasa Indonesia-English in two Indonesia tourism websites. They identified that translator used translation strategies to transfer meaning of Indonesia culture bound words to English. The most strategy is loan word which translator keeps the word or expression of source text into target text. It caused that translator wants to keep the original meaning of culture bound words.

So, the previous research above will be highlight that some researchers have already examined linguistic, language use or style, persuasive language and translation approach in tourism context. Then, the media is like landscape, brochure, website and advertisement. Even though, some researchers examined linguistic, language use or style and persuasive language that they still don't connect the relation between the writer (source of text) with translator (both of source of text and target text). Some researchers only concern with one language not bilingual language (Indonesian-English) in tourism website and eventhough they examined bilingual which it doesn't much focus on translation process (analysis) of the source language text before the text is transferred to target language text.

Banda Aceh tourism website is selected because it has many varities of tourist attractions, culinary, history, tradition and sharia principles. Budianto as cited in Zahara (2022) stated "many types of tourism that can be offered in Banda Aceh city including beach, religious, convention, culinary and shopping tourism." After that, Ulfa et (2021) added "Aceh is also branded as the Light of Aceh which conveys enthusiasm for all people united through the Islamic Shari'a Rahmatan lil'alamiin as a bright light that invites the values of goodness." Banda Aceh is called "Serambi Mekkah" or the Veranda of Mecca because it was said as the first gateway for Islam in the archipelago. Islamic influence is reflected in the daily life of its people, as well as its architectures (<https://www.indonesia.travel/gb/en/trip-ideas/explore-the-modest-beauty-of-aceh.html>). So, Banda Aceh is a tourist destination that it deserves to be promoted for tourists because there are so many interesting things to tell. Then, the purpose of research is to identify the types of diction (choice of word) in persuasive

language at Banda Aceh tourism website Indonesian version and the researchers used Keraf (1996) & (1991) as the primary theory to analyze the types of dictions.

## RESEARCH METHOD

This descriptive qualitative research applied dictions of persuasive language as the approach with Keraf's theory (1996) & (1991). A descriptive qualitative study utilizes qualitative measurement scales to depict a condition or phenomenon. Subsequent to this depiction, an analysis of the data is conducted to generate various iterations of the condition without quantifying the phenomenon (Andini & Amilia, 2022). Next, the source of data is taken from the official website of the Indonesian government accessed at <https://www.indonesia.travel/id/id/destinasi/sumatra/banda-aceh.html>. This research focuses on Banda Aceh tourist destination in Indonesian version and the data are words that it implies the persuasive language. The researchers employed written documentation to gather the data and utilized note-taking then reading strategies. Documentation was used as the data collection which allows for the interpretation of data based on its context and meaning (Bowen, 2009, as cited in Fitria, 2020). After that, data analysis used Milles & Huberman (1992) techniques namely: 1. The researchers read Banda Aceh tourism website in Indonesian version (source of text). 2. The researchers organized and classified the types of diction in persuasive language based on Keraf's theory. 3. Drawing conclusions from data that been analyzed.

## RESULTS AND DISCUSSION

The objective of research is to find out the types of diction of persuasive language in Banda Aceh tourism website Indonesian version. After collecting and analyzing data, the researchers determines the types of diction that it used by writer's to promote and persuade the tourists or readers. The researchers applied Keraf's theory to examine the data. According to Keraf, there are 12 types of diction namely denotation, connotation, abstract words, concrete words, general words, special words, scientific words, popular words, jargon, slang, foreign words and absorbed words.

The result showed that denotation is more than dominant than others type. The total is denotation (20 data), connotation (2 data), special words (3 data) and general words (1 data). Let's take a look at table and examples of the following dictions in tourism website below:

Table 1.

The Types of Writer's Diction Used in Banda Aceh Tourism Website  
([www.Indonesia.travel](http://www.Indonesia.travel).) Indonesian Version

| No    | Types of Diction | Frequency |
|-------|------------------|-----------|
| 1     | Denotation       | 20        |
| 2     | Connotation      | 2         |
| 3     | Special words    | 3         |
| 4     | General words    | 1         |
| Total |                  | 26        |

Data: 01/D

| No | Source Language Text  |
|----|---|
| 1  | <i>Pengaruh Kerajaan Samudera Pasai yang menjadi <u>kerajaan Islam pertama</u> di Indonesia membuat Kota Banda Aceh ikut merasakan dampak yang besar.</i> |

In this clause, the writer used diction of persuasive language which it can be seen in the word '*pertama*' (*kerajaan islam*). The type of diction is denotation based on the true meaning of dictionary (Syahdi, 2020). Then, it has meaning "initial number, position or order". So, it described that Banda Aceh is known as the place that witnesses the existence of the first Islamic kingdom in Indonesia (*The Kingdom of Samudera Pasa*) then this is the way of writer to promote tourist attractions and persuade tourists to go to Banda Aceh. In translation process (analysis), it should be the detailed information or message for the translators before they transfer the word meaning into target language text (English version). Therefore, translators should find and analyze the language surface in the terms of words meaning and grammatical of source language. Sianturi (2013) added that some factors: one of them is the translator's lack of knowledge both in translation and the component of language, one of which is terminology. So, dictions or terminologies of the source text should be understood thus the message and meaning is transfer accurately into target language text.

Data: 10/C

| No | Source Language Text  |
|----|---|
| 10 | <i>Jalan-jalan ke Banda Aceh juga tak lengkap bila Sobat Pesona tak mengunjungi Museum Tsunami Aceh dan Kapal di Atas Rumah yang menjadi saksi bisu dari <u>bencana alam tsunami</u> dahsyat pada tahun 2004 silam.</i> |

In this clause, the writer used diction of persuasive language which it can be seen in the word '*saksi bisu*'. The type of diction is connotation and it has two meanings: 1. Someone who observes but they don't comment. 2. An object that shows traces of evidence. Connotation is a type of words which have additional meanings and imagination or certain sense of values (Syahdi, 2020). The context of story, there is a powerful tsunami natural disaster in 2004 so it almost all of infrastructures such as roads, buildings, and others were destroyed by tsunami. It makes Banda Aceh as known as the. In translation process (analysis), it should be the detailed information or message for the translators before they transfer the word meaning into target language text (English version). Therefore, translators should find and analyze the language surface in the terms of words meaning and grammatical of source language. Translators have a crucial role in both of languages (Indonesian to English or vice versa) therefore they should analyze first before transfer it. The statement relates with Sari (2019) opinion which translators have the main role in translating public signs. They have to transfer the message of the signs from the source language into target language.

Data: 13/SW

| No | Source Language Text   |
|----|--|
| 13 | <i>Awali wisata kulinermu dengan mencicipi hidangan bernama <i>Mi Aceh</i> atau <i>Martabak Aceh</i></i> |

In this clause, the writer used diction of persuasive language which it can be seen in the word '*Mi Aceh* and *Martabak Aceh*'. The type of diction is special words and it refers to the Aceh's culinary. Special words are words that refer to specific, concrete directives, special objects (Syahdi, 2020). *Mi* and *Martabak Aceh* are special and different with other culinary delights. *Mi Aceh* has a yellow color with fairly thick texture and served with a pinch of cucumber, lime, fried shallots, and a thick curry sauce. It has a spicy flavor, fillings of mutton, beef, shrimp, squid or others seafood. Next, *Martabak Aceh* used *Roti Canai* (*Canai Bread*) as the crust. It wraps all of ingredients such as meats and eggs. *Roti Canai* material makes

*Martabak Aceh* has a unique texture and sharper savory, spicy taste, a mixture of green chilies and shallots as well as super delicious curry sauce. So, the writer choose the diction because it represents Aceh itself then persuade tourists from culinary perspective. Next, translators should pay attention to this information (message) before doing translation activity into target language text.

Data: 15/GW

| No | Source Language Text  |
|----|---|
| 15 | <i>Perpaduan cita rasa lokal dengan rempah khas Nusantara yang sangat ikonik, dijamin bikin Sobat Pesona ketagihan!</i> |

In this clause, the writer used diction of persuasive language which it can be seen in the word '*rempah*'. The type of diction is general words which general words are word with wide scope, many things and to the whole (Syahdi, 2020). *Rempah* means various types of flavorful plant products such as nutmeg (*pala*), clove (*cengkih*), pepper (*lada*) to give food a special smell and taste. In this context, writer only mentions *rempah* and we know that there are so many various types of *rempah*. Next, it is very common and general about the word *rempah* as the ingredients for food. So, translators should get the general information about the word '*rempah*' that there is no specific or misperception in the target language text. The original meaning should be kept by loan or the similar meaning (equivalent). The key point to success of the translation is on the accuracy of the message. Shuttelworth & Cowie as cited in Sari (2019) argued accuracy as a term used in translation evaluation to refer the extent to which a translation matches its original. The last, the writer to describe that Banda Aceh is very rich in spices thus many tourists visit to Banda Aceh.

## CONCLUSION

The research findings indicated that the writer used denotation more dominant than others type of diction in Banda Aceh tourism website Indonesian version. Denotation refers to the true meaning based on the language use and dictionary terminology. So, the writer wants to give the fact of information then true meaning about tourist attractions, habits, culture, culinary, etc. in Banda Aceh for readers or tourists. Banda Aceh tourism website is created with more than one languages but the researchers focus in bilingual (Indonesian into English). In translation activity, the first process of translation is source language text analysis that it concerns with lexical (diction) and grammatical of language. The dictions have the referential meaning related to contexts where this diction is used. This message should be transferred accurately from source language text and target language text by

translators.

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